

Education and Outreach Subcommittee Minutes
Spring Meeting – Zoom Virtual Meeting
May 13, 2021

Co-Chair: Catherine Collins
Co-Chair: Chris Rogers
Secretary: Katie Blaydes
Attendees: 53 (see list below)

Motions

- (3.a.ii) Richard Tanabe moved to approve the changes made to the governance handbook and Mike Bell seconded.

Action Items

- (3.b.vii.2) Finalize the NTN video and distribute amongst NADP members and post on the social media accounts.
- (3.b.vii.2.a) Finish work on the AMoN video and begin working on the MDN video.
- (3.b.vii.3) Seek out a volunteer to fill the vacancy on the social media team.
- (3.c.ii) Finish Fact Sheet.
- (3.e.i) Education Committee to meet.
- (3.h.iii) Judges to meet to discuss science symposium process.
- (4.g.iii) Send calendar of scheduled social media push outs to all committee chairs.
- (5.a) Schedule Summer and Winter check-ins with Committee chairs.

1. Welcome and logistics by Winston Luke and Catherine Collins.
2. Approval of Fall 2020 Minutes – Catherine Collins
 - a. The Fall 2020 EOS minutes were approved via an online survey on 2/10/2021. A link to the minutes can be found at <http://nadp.slh.wisc.edu/committees/minutes.aspx>
3. Old Business
 - a. Governance Handbook – Catherine Collins
 - i. Proposed changes:
 - 1) Added approved (EC Fall 2019) EOS section language changes.
 - 2) Updated the University of Illinois to the University of Wisconsin.
 - 3) Added MELD and AMSC to the science committees' section.
 - 4) Moved and consolidated paragraphs from the Technical and Science committees regarding committee voting, motions and minutes. The new section is under A. Program Management. Included is the requirement to post minutes within 60 days of meeting. Rewrote A. Program Management paragraph to delete the number of committees.
 - 5) Modified all diagrams, inset text boxes include EOS, MELD, and AMSC.
 - 6) Fixed minor editorial comments.
 - ii. **Motion:** Richard Tanabe moved to approve these changes and Mike Bell seconded. There was no discussion and the motion passed, 34 Yes/0 No.
 - b. Social Media – Katie Blaydes
 - i. NADP has accounts on Facebook, Twitter, and LinkedIn.
 - ii. A social media team was created that consists of Nathaniel Javid, Margaret Johnson, and Eric Uram. The team meets monthly and is headed up by Katie with input from Richard T., Catherine C., and Chris R.

- iii. A quick review was given of the scheduled monthly pushouts, where the committees are to provide content to EOS for posting.
- iv. Around 100 posts across all platforms have gone out since the 2020 Fall Meeting.
 - 1) The posts consist of: site birthdays, seminars, publications, other fun, site of the month, meeting information, and NADP reports.
 - 2) A few of the most popular posts were highlighted including: Happy Birthday WI36, April's Site of the Month featuring the Toolik Field Station, a season's greetings from the Abominable Bucket Man, and the TDep fact sheet.
- v. Statistics were presented on the TDep Fact Sheet showing where people were clicking on the link both geographically and by platform. It was noted that this information could be used to target specific platforms when posting content.
- vi. A review of the platforms was given. Facebook is the most popular and has the most interactions. Publications do the best on LinkedIn while Twitter has very few to no interactions.
 - 1) Katie mentioned that the social media team is brainstorming on how to gain more visibility and it's something that the team would like EOS as a whole to think about.
- vii. In the works:
 - 1) A Visitor's to the Site contest was launched May 2021 that will run until the end of summer. Site operators are encouraged to submit pictures of wildlife, groups of people, or other visitors that may come to their site.
 - 2) A preview of a new video series was shown, *The Life of a Sample*, which showcased the sample receiving side of the NTN network. Margaret Johnson did the video filming and editing. This was a draft version, but a finalized version will be coming out soon.
 - a. There are other videos in the works for the AMoN network and plans are being developed for an MDN video.
 - b. A lot of positive feedback was received after the preview.
 - 3) It was announced that Margaret J. had left her role with the NADP to attend grad school. The team is actively seeking a volunteer to take her place. Anyone with interest should contact Katie or any of the social media team members.
- viii. In conclusion:
 - 1) Please follow, like, and share the NADP pages and posts.
 - 2) Send your pictures and ideas to NADP-Social-Media@slh.wisc.edu or tag NADP directly using @NADProgram (Twitter)/@National Atmospheric Deposition Program (Facebook).
 - 3) Use #NADP to get your posts included in the NADP thread.
 - 4) The floor was opened to the group for feedback, including suggestions on how to gain increased visibility.
 - a. Donna Schwede asked if we were getting any reciprocity from other organizations. If we are following other groups and retweeting their posts, then they should be doing the same for us.
 - b. Mike Bell commented that along with getting notifications of recent publications and posting them, we also should tag the

author(s). Additionally, tag the organizations that are sponsoring the site that we are highlighting. The national park service also has an Explore Nature account that we could tag. He noted that CLAD could provide some information leading up to their next seminar as way to bring people into the conversation.

- c. Eric Uram commented that we have been reactive in regards to papers coming out. He noted that if people have manuscripts going through the process and they can give us some lead time of when that publication will occur, then that would help the social media team to be more effective with the postings. Currently, we are waiting for Google Scholar to post the publications and sometimes that takes a while after the paper has been published.
- d. Camille Danielson commented great job and that short videos are the way to go!
- e. Kristi Morris thought it would be a good idea to come up with a hashtag in regards to air quality and then collaborate with other groups (e.g. CASTNET, IMPROVE, and other agencies) to start using that hashtag. Then it would be a place where people could go to get air quality social media and we're contributing to that.
- f. Catherine reminded the committees to get their content sent in so that it can be reviewed.
- g. Taylor Macy commented that their agency review process is very lengthy, so having scheduled posts is key to collaborating with the agencies. She tried to retweet the Abominable Bucket Man back around Christmas time and it was rejected because there wasn't enough general information on the post. Having introductory concepts would be helpful. Additionally, in terms of coming up with content, if you Google random holidays during the week or month you can find ones that are relevant to the program (e.g. World Mountain Day, Clean Air Month) and you can find hashtags and get in on the Twitter conversation. She noted that pictures of dogs are very popular and that's what EPA has suggested they do.

c. NADP Fact Sheet – Catherine Collins

- i. A fact sheet was created to help NADP with marketing. It's a 4 page document that contains sections on:
 - 1) History
 - 2) Membership
 - 3) Data gaps and building capacity in monitoring networks
 - 4) Data quality and availability
 - 5) Highlights networks and lab (NTN, MDN, AMNet, AMoN)
 - 6) Highlights science committees (TDep, CLAD, AMSC, MELD)
- ii. This is still a work in progress. There are words on the page that will be sent to the committee chairs and exec for review. Once that step is complete, a draft will be sent to the contractor, whose funding has been approved. It's the same contractor that designed the TDep Fact Sheet.

- d. Mercury Matters Brochure – David Schmeltz
 - i. Mercury in the atmosphere and effects.
 - ii. It's intended to be an education piece similar to the nitrogen brochure. The goal is to lay out the mercury problem and to describe NADP's role in monitoring the atmospheric component of the mercury cycle.
 - iii. David Gay and Mark Olson started the outline and then it was circulated to MELD for review and comment. After that they started to draft content. There were many contributors. The main points emphasized:
 - 1) Why is mercury a concern?
 - 2) What are the effects?
 - 3) Where does mercury come from? Natural, anthropogenic and re-emissions are highlighted.
 - 4) Why is atmospheric mercury important?
 - 5) How does NADP measure deposition?
 - 6) Why do we need comprehensive and integrative mercury monitoring?
 - iv. The contributors have a good solid draft that they are reviewing. The plan is to review and update the document in the next two months. They would like to publish this on the web and in hard copy form by the end of the summer.
 - v. David Gay asked about how many they would like to print? David S. responded with around 100. It would be more like a handout for when David G. is traveling.
- e. Education and Outreach
 - i. The team for the education learning module proposal has not met yet. This will be the focus of EOS after the Spring Meeting.
- f. Wikipedia Page
 - i. The page is reviewed bi-annually by the EOS officers to ensure any changes made are appropriate and links are working correctly.
 - ii. There have been 153 page views from January – April 2021.
 - iii. 10 changes have been made since the last review in the fall and all were deemed appropriate.
 - iv. As a reminder, if any changes need to be made, including tags, please let the EOS officers know.
- g. Website Update – Bob Larson
 - i. DoIT at UW is leading the effort.
 - ii. The new home page now has a carousel that has tidbits of information for each network and a link. They anticipate adding a few other things to the carousel such as general NADP items and news items.
 - iii. It has a similar menu bar as the current website.
 - iv. They are currently making progress with moving the data over. There are some challenges with how the servers interact, but they have a workaround.
 - 1) The ability to retrieve data at this point is very incomplete.
 - v. Still working on committee pages and conference registrations.
 - vi. Bringing over all of the old site photos is not manageable. Bob suggested making them available over a cloud file sharing system.
 - vii. They will most likely still be using the current website for this year's Fall Meeting.

- viii. Discussion:
 - 1) David G. asked if they had a goal in mind of when this would go live. Bob replied at this point they don't think they can because of the status of data retrieval.
 - 2) Greg W. asked if they were going to make the urban data available. Will the research sites be made available to data users? It was agreed that this would be a better topic for QAAG or NOS.
- h. Completed Action Items
 - i. AMoN brochure is on the website.
 - ii. Foundation letter is on the website.
 - iii. The Fall 2020 Science Symposium had 9 papers and 10 posters evaluated and the winners will be posted on social media. The judges will be convened for feedback about the process.
- 4. Committee/Lab Outreach Forum – updates from the committees and groups
 - a. CLAD – Mike Bell
 - i. The seminar series is their main topic currently, and they've appreciated EOS putting out the announcements on social media.
 - ii. They're hoping to put together some content for the next session and provide links to the agencies and scientists.
 - iii. They are in their final review of their critical load synthesis report. Once it's complete they can create a little blurb for posting.
 - iv. They have a couple of projects for over the summer, and once they are complete they'll have summaries to put out.
 - b. TDep – Kristi Morris
 - i. They're looking for input on how to best distribute the fact sheet that they put out earlier this year, in terms of educational groups. They had considered the regional planning organizations, groups of states that deal with regional haze, to see if they have a social media presence.
 - 1) Katie Blaydes suggested using the author's list from all the publications recorded using NADP data. We could pull out all of the email addresses linked to universities.
 - c. AMSC – Andy Johnson
 - i. He had received the email about June being their month for the scheduled push outs. They do have content in the works.
 - d. MELD – Colleen Flanagan-Pritz
 - i. Their focus is on the Mercury Matters brochure.
 - e. NOS – Ryan McCammon
 - i. Site operator training is going well. The next one is set for June 14th.
 - ii. In terms of outreach they're having issues with site operator turnover. Reaching out to new operators may be key.
 - iii. Richard is doing 1 on 1 training with operators.
 - iv. They are going to initiate an "operator of the year" award as opposed to the time service awards they do every year. They're looking for operators who go above and beyond.
 - f. DMAG – Bob Larson
 - i. They've looked at the new website and have had good discussion.
 - ii. A project he has in mind after the new website is launched is an update on the animated maps. He would like to change the format. It's currently done in

PowerPoint and as PDF. There are easy tools to make this into a YouTube video, and he would like to make a series of animated maps.

- g. QAAG – Camille Danielson
 - i. They are currently forming work groups based on the Data Quality Objectives Initiative, so there’s nothing in the near future.
 - ii. The quality assurance reports for the CAL, HAL, and AMNet will be done before the Fall Meeting, and that’s something we might want to share.
 - iii. She mentioned she has not seen the calendar for scheduled push outs.
 - h. CityDep – Greg Wetherbee
 - i. He’s going to get EOS in touch with Alexandra Ponette and Pam Templer for some papers that they have coming out about urban deposition.
 - ii. The NSF grant is their current project.
 - iii. It was suggested to look into the Environmental Council of States to drive more attention to CityDep.
 - iv. Looking for ideas on how to market CityDep and how to reach out to municipalities.
5. New Business – Catherine Collins
- a. Thoughts on summer and winter meetings with committee chairs and secretaries to talk about education and outreach? It’s not intended to be long meetings, just something to keep everyone on track with fact sheets, brochures, papers, etc.
 - i. Andy J. is up for it.
 - b. Richard Tanabe asked if we need quorum on the minutes. Is it written down somewhere that it is required?
 - i. It was discussed that there is no official quorum set and it should be kept informal.

Participant List

Ana Alarcon
Marie Assem
Kulbir Banwait
Greg Beachley
Mike Bell
Katie Benedict
Robert Brantlinger
Katie Blaydes
Doug Burns
Amanda Cole
Catherine Collins
Camille Danielson
Nichole Davis
Emmi Felker-Quinn
Colleen Flanagan-Pritz
Gilberto Fuentes García
David Gay
Dana Grabowski
Rick Haeuber
Michael Hardwood

Eric Hebert
Jim Hermanson
Selma Isil
Nathaniel Javid
Andy Johnson
Margaret Johnson
Colin Kelly
Jan Klawitter
Bob Larson
Winston Luke
Jason Lynch
Taylor Macy
Amy Mager
Ryan McCammon
Mike McHale
Kristi Morris
Zac Najacht
Alexander Nyhus
Jason O’Brien
Mark Olson
Melissa Puchalski

Joshua Ray
Donna Schwede
David Schmeltz
Rodolfo Sosa
Marcus Stewart
Richard Tanabe
Eric Uram
Graciela Velasco
John Walker
Greg Wetherbee
Chris Worley
Kenny Yan